CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 22, No. 7 TORONTO, FEBRUARY 13, 1957 $3.00 Per Annum

WARNER BROS. PREPS 35 FEATURES

STORY OF LINDBERGH BIGGEST FILM IN STUDIO'S HISTORY

A heartening production and releasing program of 35 Warner Bros. features for theatres, representing an expenditure of $85,000,000, was announced by Jack L. Warner, president, at the conclusion of the recent conference of district executives at the home office in New York. Among those who heard Warner stress the fact that the company had the most impressive lineup in its history ready for distribution or in various stages of production was Haskell M. Masters, Canadian general manager. He reported that included in the product for early release will be the biggest picture the company has ever made, The Spirit of St. Louis, starring James Stewart as Charles A. Lindbergh and which was directed in CinemaScope by Billy Wilder. Warner stated that "This large

(Continued on Page 2)

CBC, Capac Aim: 5-Year Formula

The changing character of entertainment in this country is keeping officials of the Composers, Authors and Publishers Association of Canada Limited thinking on their feet. Capac, of which Wm. S. Low is general manager and Charles S. Matheson licencing chief, just can't

(Continued on Page 3)

Zenith Vs. RCA Canadian Echo

Lawsuits initiated in the United States charging Radio Corporation of America, General Electric Company, Western Electric Company and others with violations of anti-trust laws are spilling over into Canada. Right now the Philco Corporation of America is asking

(Continued on Page 2)

SMPTE Canadian Section Approved By Board

Acting on a petition from a sizeable group of its Canadian members, the Board of Governors of the Society of Motion Picture and Television Engineers has authorized the establishment of a Canadian Section, with headquarters in Toronto. The approval was announced by Ethan M. Stifle, SMPTE sections v-p, who will also have supervision of the new division, which will include all the 180 Canadian members.

Interest in forming a permanent branch in Toronto originated at a meeting in that city of the Rochester Section, which included parts of Canada. Elections and the first technical meeting will be held as soon as they can be organized.

Ronald E. Ringler of Du Pont is Canadian membership chairman, an appointed position that does not bear on the election of officers for Canada.

Five Oldsmobiles For Oscar Derby

Five Oldsmobile automobiles — one each for British Columbia, the Prairie Provinces, Ontario, Quebec and the Maritimes — will be the grand prizes in the 1957 Academy Award Sweepstakes in Canada, it was announced by H. C. D. (Dick) Main, national co-ordinator,

(Continued on Page 3)

UJA Film Division

M. L. Axler of Twentieth Century Theatres is heading the film division in the United Jewish Appeal for Toronto. Working with him is Murray Herman, who is chairman of the section which contains the film division.

PLAN CINEMA-TELEMETER HOOKUP

International Telemeter Corporation, controlled by Paramount in the USA and represented in this country by Trans Canada Telemeter, will begin selling motion picture theatre exhibitors a plan for pay-see home TV linked with their own screen fare on March 1. Some time after that the company will demonstrate publicly its pay-as-you-see closed circuit coin box, which will be attached to sets in the home.

Gene Fitzgibbons, head of Trans Canada Telemeter, said in Toronto that Canada will follow right along with USA developments. Trans Canada Telemeter is a subsidiary of Famous Players Canadian Corporation, which has a 25-year franchise for the pay-see system. FPCC is a subsidiary of Paramount Pictures of the USA — and the largest exhibition organization in Canada.

Famous Players has partnerships in three television stations — two in Quebec City and one in Ontario.

Garfield Cass Heads New Distrib Body

General manager and vice-president of Canada's newest films-for-TV sales organization, Donnell & Mudge Limited, Toronto, is Garfield Cass, who resigned as Toronto branch manager of Metro-Goldwyn-Mayer Pictures of Canada Limited, to take those posts and to become a member of the board of directors. This was learned in Toronto last week, as well as the fact that George R. Gardiner, president and a director, had resigned.

Cass, 43, a member of a family long identified with motion picture distribution, joined Regal Films, then holder of the Canadian franchise for MGM films, in 1934 as an

(Continued on Page 6)

'Don't Go Near The Water'

MGM has signed Earl Holliman and Fred Clark to star with Glenn Ford and Anna Kashfi in Don't Go Near the Water.

Gotfried, Near East, To MGM, Toronto

Special sales representative of MGM working out of the Toronto branch will be A. Gotfried, formerly in charge of the Indonesian office and now in Bangkok, Thailand. He'll arrive in April to take up his duties under Hillis Cass, general sales manager.

No successor to Garfield Cass, who just resigned as manager of the Toronto branch, will be named for some time.

The company has not yet begun the sale of its films to Canadian television.

B. V. McCRIMMON, 65, PASSES

Vice-President of Marcus Loew's Theatres Limited of Toronto, Bruce Victor McCrimmon, QC, a distinguished member of the Ontario Bar, died in Toronto last week at 65. A member of the Variety Club, he was a man of many interests, among them boating, bird watching, fishing and golfing.

The late Mr. McCrimmon was a senior member of the legal firm of Tilley, Carson, McCrimmon and Wedd, legal adviser to McMaster University, past president of the Lawyer's Club and honorary secretary of the Royal Canadian Institute. He was active in the Baptist Convention of Ontario and Quebec and a member of several leading congregations of that faith. He was the son of the late A. L. McCrimmon, chancellor of McMaster University, and Florence Anderson.

Mr. McCrimmon served on a submarine chaser as a lieutenant in the Royal Naval Volunteer Reserve during the first World War.

Surviving are his wife, the former Elsie Ashall; a daughter, Mary; a son, Donald; and a brother, Leon R. McCrimmon, Hamilton.

SCHLAIFER NOW AIDE TO VELDE, UA SALES HEAD

A veteran industry sales executive, L. J. (Jack) Schlaifer has returned to United Artists as assistant to James R. Velde, general sales manager. Schlaifer has held a number of key positions with UA since 1928, his most recent stint being in 1954-55 as special sales representative. He entered the industry in 1912 with the Minneapolis Warner Features exchange, leaving the following year to join Universal Pictures. Since then he has held top positions with 20th-Fox, Monogram and Eagle-Lion.

Film Weekly

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HYE BOSSIN, Editor

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ZENITH VS. RCA

(Continued from Page 1)

$150,000,000 from these companies, charging "monopolistic practices in the operation of the RCA patent pool in radio, television and other phases of the electronics industry."

Zenith Radio Corporation of Chicago has also entered legal action against these companies with somewhat similar charges.

Last year there was a proceeding in the Supreme Court of Ontario in which Zenith sought to get evidence and the production of documents from Mr. Brownlee and Mr. Harris of Canadian Radio Patents, Limited, who went into court to avoid the Chicago company taking their depositions. Mr. Justice Gale's ruling of June 18, 1956 favored Zenith. When the Zenith case comes to trial this June in the United States Federal Court this testimony will be presented, along with that of others who provided information regarding the activities of Canadian Radio Patents, Limited.

Recently an application of RCA, related to the Zenith action, was asked in Osgoode Hall, Toronto, and granted. It ordered the examination under oath of certain persons before John D. Hilton, QC, and the production of certain writings by them. J. S. Boeckh acted for the applicant. They will be examined in March.

The Zenith Radio Corporation controls the pay-as-you-see TV system called Phonevision.

Bryna Buys Hecht's 'Shadow'

Bryna Productions has bought Ben Hecht's The Shadow.

Community Antenna In Montreal Soon

Residents of Mount Royal and Snowdon, both Montreal suburbs, will soon be able to get the three big USA TV network programs. Campbell Enterprises, headed by David Campbell, is building a community antenna that will offer 10,000 subscribers the top USA programs, which will be picked up from neighboring border communities and retransmitted.

USA programs are seen only if picked up by local stations. Montreal's Rediffusion, Inc., which operates a subscriber TV service, does not retransmit USA programs picked up directly.

WB Preps 35 Features

(Continued from Page 1)

investment reflects our faith in the bright outlook for our company and offers concrete evidence of our confidence in the future of theatrical motion picture exhibition." He pointed out that the exceptional boxoffice performance of The Bad Seed, Giant, Moby Dick and Baby Doll was proof that the public is prepared to give unqualified support to all worthwhile motion picture entertainment.

Leading off the 1957 season, along with Spirit of St. Louis, will be such films as:

Top Secret Affair, starring Kirk Douglas and Susan Hayward; Ingrid Bergman's first comedy, Paris Does Strange Things, in Technicolor and also starring Mel Ferrer and Jean Marais; Elia Kazan's A Face in the Crowd, with Andy Griffith and Patricia Neal; The Big Land, in WarnerColor and starring Alan Ladd, Virginia Mayo and Edmond O'Brien; and The Wrong Man, Alfred Hitchcock's latest, starring Henry Fonda.

Included in the films in production are:

No Time for Sergeants, with Andy Griffith; Sayonara, with Marlon Brando heading the cast; The Old Man and the Sea, starring Spencer Tracy; The Story of Mankind, with Ronald Colman and Vincent Price heading a cast of over 50 "name" players; Band of Angels, starring Clark Gable and Yvonne De Carlo; The Prince and the Showgirl, with Marilyn Monroe and Laurence Olivier; The Pajama Game, starring Doris Day and John Raitt; Lafayette Escadrille, with Tab Hunter and Etchika Choureau; Bombers B-52, starring Karl Malden and Natalie Wood; and The Helen Morgan Story, with Ann Blyth and Paul Newman.

Being prepared for early production are:

Auntie Mame, from the hit Broadway play; The Nun's Story; Damn Yankees, based on the smash Broadway musical; Marjorie Morningstar, from the Herman Wouk best-seller; The FBI Story, which is being negotiated for; Too Much, Too Soon, the autobiography of Diana Barrymore; Death of a Sand Flea; Darby's Rangers, to be produced and directed by William A. Wellman; The Deep Six, to star Alan Ladd; Onionhead; The Whip, to star Gary Cooper; Yellowstone Kelly, to star John Wayne; Birdman of Alcatraz, to be directed by Josh Logan; The Saga of Billy the Kid, to star Paul Newman; Young Strangers, from a stage comedy to premiere shortly; an as yet untitled Elia Kazan picture; and Tears of Hollywood, based on a story by William A. Wellman.

The release schedule is calculated to meet the needs of all types of theatres, Warner asserted, calling attention to a number of "exploitation" pictures, including Untamed Youth, starring Mamie Van Doren, and The Black Scorpion, among others.

Presley's Second For Wallis

Elvis Presley's second film for Hal Wallis will be Sing You Sinners. He is at present working in Wallis' Loving You.

New Mario Lanza Starrer

Mario Lanza will star in The Seven Hills of Rome, which Rudy Mate will direct and Lester Welch will produce in Italy in association with Titanus Films and which MGM will release.

News Clips

Exclusive agents in the USA for the Crawley Films series of eight instructional shorts in 16 mm. color and sound, which has the general title of How to Play Hockey, is the American Hockey Coaches Association . . . Bev Wiggins, owner of the Hanover, Ontario drive-in, spent some time recently in Toronto General Hospital, where he was taken following an automobile accident to have broken bones in his jaw reset . . . Brian MacDonald, a dancer, was awarded $10,192 from the management of the Hotel Plaza, Montreal because he was injured in a collision with a ringside spectator who stood up unexpectedly.

There's talk that Frank Loesser, composer - lyricist of Guys and Dolls, may make a musical of The Happy Time, the play from Robert Fontaine's stories of his early days in Ottawa . . . Dianne Foster, Canadian actress under contract to Columbia, has been borrowed by Edward Small to co-star with Cameron Mitchell in The Barney Ross Story, which is to be a UA release . . . Arctic Films Limited has been formed in Ottawa as a private company . . . Silent star Helene Costello died at 53 in a Hollywood hospital, to which she had been committed because of addiction to narcotics.

Recent elections of Vancouver Local 348 of the IATSE resulted in L. E. McManus being named president, Wm. D. Graham v-p, Don G. Foli secretary, Frank Smith treasurer, Les Walker business rep and Gordon Sutherland member-at-large . . . Quite a bit of space was given by the Globe and Mail to a story that a new Canadian company had been formed to produce three or four features a year plus a few documentary films. The first film will be October Legend, based on the life of a musician, with a score by a Hungarian-born Canadian pianist, Louis Gondos. The report did not give the name of the company or the principals.

OUR BUSINESS by N.A. Taylor



THERE is increasing evidence that our business is coming full cycle in its thinking to the point of returning to increased production via the road of many small-budget films. This is not so easy as it sounds, nor as potentially helpful to most exhibitors as one may have been led to believe.

Before the advent of TV many production companies padded their programs with feature series, such as detective or mystery yarns, based on some central character. Groups of western and situation comedies were also made in the same way. Much of this sort of thing has been taken up by TV and forms the basis of a great deal of programming. This seriously restricts the scope of subjects for low-budget films. The building of a series was, in some ways, tantamount to the building of a star and once established there was a waiting audience. Today low-budget films must have a much stronger gimmick or lure. Recently some in the "Rock & Roll" groove and others in the "'horror" or "science fiction" categories have made the grade. Experience proves, however, that anything resembling TV material gets a cool reception from a paying audience. It is difficult, therefore, to become excited about the reappearance of the so-called program films. Undoubtedly, there are some theatres which can advantageously use fillers but most theatres today require top-quality product in order to combat TV opposition and can exhibit nothing else if they expect to draw sufficient patronage to keep the doors open.

It is to be hoped that the big companies will not force the buying of such films where there is no suitable market in order for the exhibitor to get the boxoffice attractions. It is also to be hoped that the terms will be well within the ability to pay for such exhibitors as can use them. Any other action on the part of distributors will do more to hasten the demise of certain theatres than an actual shortage of product.

Over the years precedents have been created for the payment of certain percentages of the gross for film rental, either by actual percentage computa-

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CBC, CAPAC AIM

(Continued from Page 1)

sit back and go along with old arrangements. Even those which remain unchanged are that way because a close examination has shown them worth continuing. There is a constant searching for a fair formula.

Right now Capac is working out a new formula with the CBC, which used to pay fixed sums separately for radio and TV. This formula calls for a rising five-year per capita scale based on population. In 1957 it will likely begin at one and six-tenths of a cent per head and go up every year for five years until it reaches two-and-a-half cents —for AM and TV broadcasting together. The private TV stations pay a fixed sum—this year $135,000.

The theatre formula remains the same, which is for so much per seat according to five categories. There was something more than a five per cent drop in Capac income for 1956. This income, information indicates, will continue to decrease. In 1955 there were 1,928 35 mm. film theatres licenced and this fell to 1,873 in 1956, with the figure still declining. Capac does licence very small and part-year operations for a small flat fee up to $10. Because many of the closed theatres were of this nature Capac's total take wasn't affected seriously.

An example of Capac awareness of change is its interest—at present detached — in the growth of two-a-day exhibition at special prices, such as is represented in Toronto by The Ten Commandments and Oklahoma!.

Motion picture people prefer the per-seat scale system of royalties to the boxoffice percentage method, which Capac suggested several times in the past. Of course, the theatre industry in this country has taken the stand that Canada should be put in the same position as USA exhibitors in relation to film-music fees. In the USA they are paid at the source as a result of a USA Supreme Court decision.

BMI of Canada Limited, also a music royalties agency, will collect the aggregate sum of $98,646.35 from the privately owned broadcasting stations, according to the Copyright Appeal Board, and $30,000 from the privately owned television stations. It has a mutually satisfactory agreement with the CBC. BMI, also a publisher of music, is headed by Harold Moon.

'Cand'n Profile' Set By NFB For CBC TV

Commercial Division of the National Film Board completed negotiations with the CBC for the television premiere of a feature-length documentary over the French and English networks. The French-language network telecast the film, which gives a cross-section view of Canada and Canadians, on February 9. It was directed by Allan Wargon.

News Notes

STEVENS IS TOP DIRECTOR

Top director of the year, chosen by his colleagues of the Screen Directors Guild of America, is George Stevens, for Warner Bros.' Giant, who was honored with five others at a 1,000-guest dinner in the Biltmore Hotel, Hollywood. He was presented with the large medallion for "outstanding achievement" and also received the silver medallion along with four others selected from 24 nominations in the theatrical category.

Theatrical winners, beside Stevens, are Michael Anderson (Around the World in 80 Days), Walter Lang (The King and I), King Vidor (War and Peace) and William Wyler (Friendly Persuasion). The only award for TV directing went to Herschel Daugherty for The Road That Led Afar. The D. W. Griffith Memorial Award, for distinguished contributions to the advancement of the cinema and the prestige of the Guild, was presented to Vidor by the president, George Sydney.

The annual Critic's Award, established in 1953, was given to John Rosenfield of the Dallas News.

MEL JOLLEY HONORED

About to take up residence in California with his family, Mel Jolley, for years manager of the Century, Hamilton, was presented with a number of gifts at a party in his honor at the Royal Connaught Hotel.

Al Ford, president of the Hamilton Theatre Managers Association, presented Jolley with a desk set; Bill Cranston of CKOC handed him a tray; A. G. Muir of the Hamilton Spectator turned over a clock; and Dan Krendel, for Twentieth Century Theatres and Famous Players, gave him a set of matched luggage.

Ford, the toastmaster, introduced the speaker, both of whom had sentimental and humorous things to say — and all were duly appreciated by Jolley in his reply.

CANADA ACTORS FUND GETS GOING

Actors Fund of Canada, founded recently to help needy persons in each and every section of the theatrical field, as well as their dependants, held its first meeting at the Crest, Toronto legitimate house, on a recent Sunday. Chairman was Donald Davis, who pointed out that the Actors Fund of America had been in existence since 1882. Application for recognition by the government, so that donations could be treated as income tax deductions, has been made.

Paul Kligman, chairman of the advisory committee of Actors Equity of Canada, offered the facilities of his group to the Fund and Barbara Hamilton made the first treasurer's report. Dennis Sweeting, business agent for Actors Equity in Canada, was also heard.

Those present were entertained with the Crest's current attraction, King of Hearts, in which Austin Willis, Barbara Chilcott and Jonathan White are starred.

Vet Show Biz Figure, Dan F. Pierce, Dead

A veteran of Toronto Show Business, Daniel F. Pierce, 76, died last week in St. Joseph's Hospital, Toronto. He came to Toronto in 1905 and was best known as the manager of the old Star Theatre, a burlesque house on Temperance Street, which became a legit operation in the 30's as the Empire.

A past grand president of the Theatrical Mutual Association of Canada and the United States, the late Mr. Pierce was a building manager for many years while using his theatrical knowledge for the Shrine Circus, which was sponsored by organizations of which he was a member. He also belonged to the Royal Order of Jesters.

The late Mr. Pierce, who was predeceased by Mrs. Pierce in 1944, was born in Yale, Iowa.

WB's Diana Barrymore Biopic

Warners' has acquired Too Much, Too Soon, the story of Diana Barrymore.

Conte In 'Sea Wall'

Richard Conte has been added to the cast of Columbia's The Sea Wall, which Dino De Laurentiis is producing on location in Thailand with Silvana Mangano, Anthony Perkins, Jo Van Fleet, Alida Valli and Nehemiah Persoff also playing lead roles.

Ginger Rogers Tour To Include Toronto

Toronto will be one of the cities visited by Ginger Rogers on her tour to publicize her latest film, 20th-Fox' Oh Men! Oh Women!, in which she stars with Dan Dailey, David Niven, Barbara Rush and Tony Randall.

Due to arrive in the Queen City on February 20, Miss Rogers will make an appearance on Cross Canada Hit Parade on CBLT-TV that night as one of the items on a busy round of press, radio and TV interviews and engagements arranged for her by Sam Glasier, head of public relations for 20th-Fox in Canada.

OSCAR DERBY

(Continued from Page 1)

who made known at the same time the contest's regional representatives. They will have proofs and stereos of the ballot and the Oldsmobiles, as well as all information necessary for a theatre's participation in the promotion.

All that is necessary for a theatre in Canada to join in is to show a trailer on its screen, display a one-sheet in its lobby, order a supply of ballots and pay one cent per seat. This, of course, is a minimum promotion and a theatre may augment its campaign in any way desired, providing the rules re advertising, ballots, etc. are followed. Theatre Poster Service is handling the material and will fill orders as received.

The district co-ordinators as named by Main, who in addition to acting for all Canada is Ontario representative, are as follows:

British Columbia — Owen Bird, West Coast Booking Association, Vancouver.

Alberta — Ralph Mitcheltree, Capitol Theatre, Calgary.

Saskatchewan — J. Duane McKenzie, Orpheum Theatre, Estevan (co-ordinator pro tem).

Manitoba — Harold Bishop, Capitol Theatre, Winnipeg.

Quebec — Tom Cleary, Consolidated Theatres Limited, Montreal.

Maritimes — Leslie Sprague, Gaiety Theatre, Lancaster, NB.

In line with Main's earlier announcement, this year's Sweepstakes will list 12 categories, instead of the eight of last year, to conform with the request made by the Academy of Motion Picture Arts and Sciences, which applied both to the USA and Canada. In addition the Canadian ballots will carry one question on British films and all participants in this country will have to make a choice in each of the 13 sections.

The 12 categories are best performances by an actor, actress, supporting actor and supporting actress; best film, directing, song, motion picture story, color cinematography, color costume design, score of a musical picture and score of a dramatic or comedy picture.

OUR BUSINESS

(Continued from Page 2)

tion or by flat rentals. Smaller attractions, costing a fraction of top-quality productions, may only be entitled to a much lesser percentage if the exhibitor is to make a buck and stay in business. Probably most of these films are being produced with an eye to their being sold to TV exhibition shortly after their theatrical runs. The exhibitor should not be forced to show what is uneconomic either through its lack of boxoffice draw or because of unfair film rentals.

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Which In A Handful Of Novem

In 15 Theatres, Averaging 4⅘

$2,22

WEEKLY BOXOFFICE GROSSES

WEEK ENDING		
NOVEMBER 15	1 THEATRE	
NOVEMBER 22	3 THEATRES	
NOVEMBER 29	9 THEATRES	
DECEMBER 7	9 THEATRES	
DECEMBER 14	9 THEATRES	
DECEMBER 21	11 THEATRES	
DECEMBER 28	15 THEATRES	 $
JANUARY 4	15 THEATRES	. . . $5

TOTAL $2,2

*THIS FIGURE DOES NOT INCLUDE THE UNPRECEDENTED ADVA

DENTED!

GHEST GROSSES...LONGEST RUNS

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CTION OF

MMANDMENTS

ber-December 1956 Engagements...

Weeks Of Playing Time, Grossed

6,749*

TECHNICOLOR® VISTAVISION

. $62,587
. $115,729
. . . . $343,572
. . . $275,836
. . $242,530
. . $238,777
381,371
66,347

26,749

NCE SALE OF TICKETS!

Paramount Pictures

THEATRE	CITY	TO JANUARY 3
Criterion	New York	8 weeks
Stanley-Warner Beverly Hills	Los Angeles	7 weeks
Ohio	Cleveland	7 weeks
Astor	Boston	6 weeks
Keith's	Washington	6 weeks
Randolph	Philadelphia	6 weeks
McVickers	Chicago	6 weeks
Madison	Detroit	6 weeks
University	Toronto	6 weeks
Olympia	Miami	3 weeks
Beach	Miami Beach	3 weeks
Capitol	Montreal	2 weeks
Grand	Cincinnati	2 weeks
New	Baltimore	2 weeks
Century	Buffalo	2 weeks

AVERAGE PLAYING TIME: 4 4/5 WEEKS

GARFIELD CASS

(Continued from Page 1)

assistant booker and became a salesman the next year. He was in the RCN during WW II.

The company has temporary quarters at 15½ King Street West but will move to the new Board of Trade Building when completed.

The TV and cinema fields will be



GARFIELD CASS

serviced from Toronto and arrangements are being concluded for physical distribution.

Donnell & Mudge is a link in the Associated Artists Productions setup, formerly known as PRM, Inc., which made such an impact on the consciousness of the motion picture industry by paying $21,000,000 for the Warner Bros. 1930-50 backlog, then acquiring Paramount's Popeye cartoons. However, no statement is forthcoming about the Canadian subsidiary's distribution log.

Chairman of the board and vice-president of Associated Artists Productions are, respectively, Louis Chesler and Maxwell Goldhar, both of Toronto. The change from PRM, Inc. to Associated Artists followed association with Eliot Hyman of New York, head of the latter company.

Associated Artists Production Corporation recently opened a West Coast division with offices in Hollywood, under Ray Stark. Its purpose, as stated, is to "finance, develop, create and package motion picture, television and theatrical enterprises, as well as finance any and all elements concerned in the entertainment field." AAP has since made plans for the production of a new story as a feature film and the remaking of one of its properties, The Maltese Falcon.

Para's 'Short Cut To Hell'

Robert Ivers and Tom Tryon have been signed to star in Paramount's Short Cut to Hell, which will be James Cagney's first directorial effort.

BATTLE HYMN

(From The Film Daily, NY)

with Rock Hudson, Anna Kashfi, Dan Duryea, Don Defore.

(CinemaScope-Technicolor)

Empire-Universal 108 Mins.

BEST-SELLER BIOGRAPHY OF MINISTER-PILOT HESS HAS ATTRIBUTES THAT SPELL BIG BOXOFFICE. ACTION, WARMTH, HUMOR, AND A GREAT DEAL OF HUMAN INTEREST INSURE APPEAL FOR ANY AUDIENCE.

Dean Hess, Protestant minister and fighter pilot extraordinaire, gained most of his prominence through his innate instinct for human kindness rather than his legendary aerial heroics. Set down in a best-seller which has gained national attention, his deeds provide the basis for this feature; a story focused on the Colonel's actions during his stay in Korea.

There are qualities in the production to attract every audience. Men will like the aerial action, while the distaff side will be deeply touched by the plight of the orphan children. There are moments which may seem overdone, but they are overcome by the worthiness of the story and its hero.

The Charles Grayson, Vincent B. Evans script, adapted from the book of the same title, digresses little from actual happenings, presenting a straight-forward account of a war hero.

Russell Metty is credited with photography, an obvious asset, while Douglas Sirk's direction is astute. His cast is competent all the way, ranging emotionally from tears to laughter, and the children from the Orphans Home of Korea, particularly Master Kyoo Pyo, will steal your heart away.

Nationally, and internationally, Battle Hymn should do big things commercially for its distributor.

CAST: Rock Hudson, Anna Kashfi, Dan Duryea, Don Defore, Martha Hyer, Jack Mahoney, Alan Hale, James Edwards, Carl Benton Reid.

CREDITS: Producer, Ross Hunter; Director, Douglas Sirk; Screenplay, Charles Grayson, Vincent B. Evans; Photography, Russell Metty.

DIRECTION: Astute.

PHOTOGRAPHY: Excellent.

Peck In 'Sound And The Fury'

Gregory Peck has been signed by Jerry Wald to star in The Sound and the Fury, which 20th-Fox will release.

'Stranger At Soldier Springs'

Shooting has started on Robert Bassler's UA film, Stranger at Soldier Springs, starring Joel McCrea and Mark Stevens.

Warren To Produce Eight For 20th-Fox

Charles Marquis Warren Production will make eight pictures for 20th Century-Fox release, leading off with The Other One, an exciting drama, and Beyond Terror, an unusual story of suspense.

Warren, head of the independent company, will produce and direct each picture.

INVITATION TO THE DANCE

(From The Film Daily, NY)

with Gene Kelly.

MGM (Technicolor) 93 Mins.

UNUSUAL, BRILLIANTLY-DONE TRIO OF DANCE SEQUENCES, FEATURING KELLY. SHOULD FIND ITS NICHE WITH ART HOUSE AUDIENCES.

A thoroughly enjoyable film, Invitation to the Dance will appeal immensely to certain audiences, but it will have to be handled and sold carefully. It is nothing more or less than three separate dance sequences; each approximately one-half hour in length. Each is entirely different from the other, and with the exception of Kelly, features different casts.

The first sequence, Circus, is the most serious and sombre of the three. It stars Igor Youskevitch as The Lover, Claire Sombert as The Loved and Kelly as The Clown. The music is by Jacques Ibert, conducted by John Hollingsworth and played by the Royal Philharmonic Orchestra. Kelly, in love with Miss Sombert, kills himself while trying to outperform her lover on the high wire.

Ring Around the Rosy, a satire on life in general, and cocktail parties in particular, is a brilliant and captivating affair. Composed, conducted and played by Andre Previn, the music is fast, gay and sparkling; the cast the same. They include Kelly, Igor Youskevitch, Tommy Rall, David Paltenghi, Claude Bessy, Tamara Toumanova, Diana Adams, Belita, Daphne Dale, and Irving Davies.

The last, Sinbad the Sailor, is an interpretive variation of the famous tale, featuring Kelly as Sinbad, Carol Haney in a small part as Scheherazade, and David Kasday as the Genie. Based on music by Rimsky-Korsakov and adapted by Roger Edens, the orchestration by Conrad Salinger is conducted by Johnny Green. The cartoon bit, included in this last sequence, adds to its unique and entertaining quality.

CREDITS: Producer, Arthur Freed; Director, choreography, Gene Kelly; Photography, Circus and Ring Around the Rosy, F. A. Young, Sinbad the Sailor, Joseph Ruttenberg.

DIRECTION: Excellent.

PHOTOGRAPHY: Tops.

Columbia's 'The Long Haul'

Victor Mature and Diana Dors will star in Maxwell Setton's Columbia film, The Long Haul. It will be filmed in Great Britain starting in February.

Bryna Signs Rory Calhoun

Bryna Productions has signed Rory Calhoun to star in Ride Out for Revenge, which United Artists will release.

Monroe-Olivier Pic's New Title

Warners has changed the title of the Marilyn Monroe-Laurence Olivier production filmed in England from The Sleeping Prince to The Prince and the Showgirl. The film will be released shortly.

Short Throws

MOVIE critic Clyde Gilmour of The Telegram, Toronto, was the subject of a TV interview on CBC's Graphic, made in the screening room of Odeon Theatres. He told Joe McCulley that a person who has studied films and talked to the people who make them is entitled to lambast them as a critic. He sees from five to nine features every week, uses his glasses less now than he did ten years ago and a good picture restores his morale even after three bad ones in a row.

CANADIAN debut of Eighty Days Around the World, distributed by UA in the Todd-AO process, will be in the Alouette Theatre, Montreal, a unit of Consolidated Theatres. It will likely follow the run of Oklahoma in the Tivoli, Toronto. It's in its 42nd week and still doing strong business.

BOWLING Sunday afternoons at 1.30 is the newest social activity of the Variety Club of Toronto. Under the chairmanship of Joe Bermack, the Bowling Committe reserves the whole Leaside Bowling Centre, located at 832 Eglinton Avenue East at Laird Drive, for the Barkers and their families. The first exceptional turnouts has caused the committee to start thinking in terms of a tournament and prizes.

FIFTY years of service in Canadian theatres as a projectionist was recently celebrated by Ernest Young, boothman at the Odeon Theatre in Peterborough, Ontario. A local newspaper, the Review Weekly, gave the event a big play, using a two-column photo of Young and giving his biography from the early days of the movies to the present, including all the theatres in which he worked.

HOLDOVERS and new house records are the features of all the key dates of Warners' Giant, which is now in its fourth week at the Imperial, Toronto and Loew's, Montreal; and in its second week at the Capitol, Edmonton and Capitol, Ottawa.

CAMPAIGN for "Truth in Advertising was announced in Calgary by Allan Rose, manager of the Better Business Bureau of that city. In an interview with the Albertan he quoted a brochure which the New Yorker magazine sent to its advertisers, asking for fewer exaggerated claims. The Albertan, reporting Rose's description of the brochure's contents, said: "Sensational movie advertising depicting situations and actions which never took place in the film, and which, if it did occur in the film, would result in a ban against it for moral reasons, was scored."

Observanda



Typodermics

WE BOOBED. Steve York isn't the movie critic of the *Globe and Mail,* as our news note said, but its entertainment columnist. It's an odd situation there: drama, music and pop record reviewers but none for films. Plenty of space to cinema and theatre information, though. But if films are to retain public regard as an art form they must have the dignity of criticism. The *Globe and Mail* situation, in my view, isn't good either for itself or the motion picture . . . *A lady rose* amid the juvenile jollity of a Saturday matinee audience watching *Don't Knock the Rock* at the Downtown and hollered and hollered at the kids to shut up and act like gentlemen. Finally Martin Simpson, the manager, asked her to act like a lady and shut up, being as that kind of whooping was the order of the afternoon. How's that for a switch? . . . *New penal* category is the financial lifer, a la Joe Louis. Joe is a tax prisoner who is not only a trusty but allowed to live at home . . . *A great gentleman,* Bruce McCrimmon, won't be around to give stature to a roomful of people with his inbred courtesy and simple dignity. He was a kindly, quiet person whose very presence made one who knew him but slightly feel better in spirit.



BUFFALO TV beat the CBC into Toronto with the story of Radisson, this one being the 1940 Muni-Cregar-Tierney starrer, *Hudson's Bay,* which came in to boost the sale of beer in the USA and mattresses there and in Canada. Zanuck decided to make this film after reading the original story by ex-Torontonian Art Arthur, then one of his contract writers. Art wanted to do the screenplay badly but he was assigned to a vehicle for Eddie Cantor, having demonstrated his light touch with the second Winchell-Bernie picture, *Love and Hisses.* Art was so miffed at not being assigned to the screenplay for his own original that he refused screen credit. The film for Cantor, originally named *Mr. Average Man,* was *Thanks For Everything.* But Cantor, in another example of the fact that an actor doesn't know what's good for him storywise, read and rejected it. So Jack Haley was given the role of the guinea pig whose reaction to any article would be the opinion of America — and he shot from feature roles to stardom. By the way, the *Hudson's Bay* title will crop up as a TV series one of these days, I hear . . . "*A National* Theatre in the Nation's Capital?" That's a Herb Whittaker heading in the *Globe and Mail.* The late Roly Young, Whittaker's predecessor, used to kick that gong around frequently—and was emphatically against it. In Stratford we have a theatrical spa where people come to take their cultural baths annually, many of whom neglect the week-to-week opportunities in their own cities. Would a National Theatre make it two?

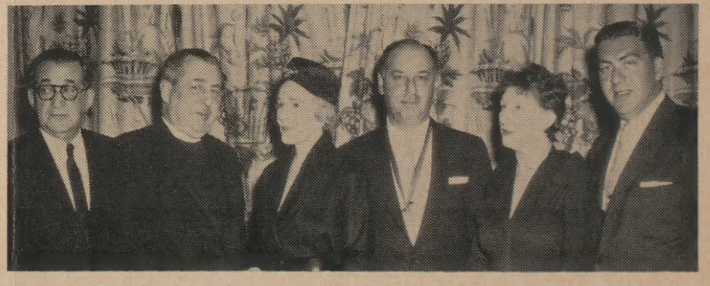
IT'S NO WORSE than even money that the Tiv will rack up the world's record run for *Oklahoma!* It can pass the 51-week NY record run in April . . . *Fellow who* crossed the continent told John Bond, Circle manager, that Chicago, with two, had more legit houses than any English-language NA city outside of NY—until he reached Toronto. Here he was astounded to find four in operation at once! *Out of This World,* a 1951 Cole Porter musical starring Jane Romano, is Premiere Productions' successor to *Uncle Willie,* which Sammy Sales starred in for almost six weeks. Not that Sales or producer Stan Jacobson told me—but I hear that the comic's next show, which will move into Broadway if successful here, may be a dramatization of *The Education of Hyman Kaplan.* The angels are the Levy Auto Parts lads, Mark and Pep. They are a good example for other well-heeled businessmen, who can afford to take a flyer of this kind for the fun of it . . . *It's said* that Alan Field, one-time NFB secretary now in charge of the government's NY tourist bureau, will get the job of his boss, tourism chief Leo Dolan, when the latter retires soon . . . *Manchester Guardian's* critic on Ealing's *The Man in the Sky,* a test pilot drama with Jack Hawkins: "This emphatically is a film to see."

GAY-BLADE memories were stirred for men who were youths in the 20's by the sight of big, genial Dan Pierce walking through the downtown streets. Dan was the manager of the Star Theatre, on Temperance Street, which offered Burlesque twice-daily for many years. A man with an old showman's easy manner, persons seeing him for the first time nodded as they passed by. Those who knew him at all always found themselves slowing down automatically as he approached, the result of a natural inclination to exchange a smile and a few friendly words. Dan's death saddened many . . . *Maclean's* will print two chapters of Bosley Crowther's forthcoming book about the history of MGM. These tell much about Louis B. Mayer and Norma Shearer, originally Canadians . . . *The Telegram-Mayfair* goodbye-and-hello party for Stan Helleur was a friendly, sentimental occasion. Columnist Wes Hicks presented ex-columnist Stan with a giant Webster's, which the latter insisted on regarding as a hint that his handling of words could stand improvement. Stan is now at *Mayfair* as editor . . . *Five Canadians,* I'm told, have partnerships in Broadway ticket agencies. They bought in because they were tired of fighting for tickets to top shows.

CATHLEEN NESBITT, one of the stars of *The Chalk Garden,* was a head table guest at our Variety Club luncheon. She's a bright one. She listened to the references to members as "Barkers." Called on for a few words, she commented that she was a member of the Women's Committee of the famed British theatrical welfare group known as "The Water Rats."

"Our ladies are called 'Lady Rats,' " she said, smiling. "I notice that you use a dog reference." She stopped for a second, then with a look of puzzlement, asked: "What do you call your ladies?"





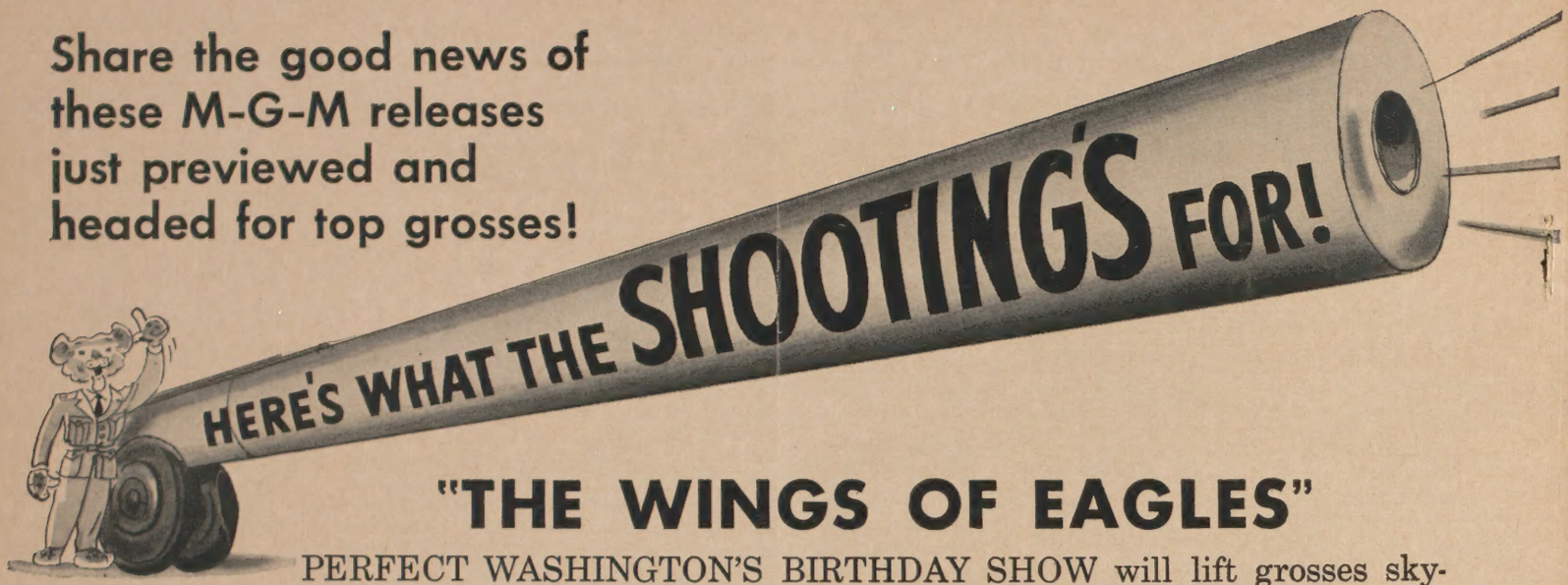
Past Chief Barkers Honored; Legit Stars Welcomed

The Past Chief Barkers of the Variety Club of Toronto were the guests of honor at the most recent meeting and they were joined at the head table by the stars and producer of The Chalk Garden, then at the Royal Alexandra Theatre. The meeting had the largest attendance in the history of Tent No. 28.

The bottom photo, left to right, shows Albert Rosen, producer of The Chalk Garden, who introduced the stars, Cathleen Nesbitt and Judith Anderson. The gentlemen after Mr. Rosen are Father Cherrier, Variety's Catholic chaplain; Nat A. Taylor, Chief Barker; and Rabbi Stuart Rosenberg of Beth Tzedec, Variety's Jewish chaplain.

The top photo shows the Chief Barker on the left, and after him the Past Chief Barkers, each holding the special cufflinks presented to him — with the exception of John J. Fitzgibbons, Sr., away ill, whose set was received for him by John J. Fitzgibbons, Jr. Next to Taylor, in order, are Billy Summerville, Jr., David Griesdorf, Harry S. Mandell, John J. Chisholm, R. W. Bolstad, Morris Stein and Fitzgibbons.

Share the good news of these M-G-M releases just previewed and headed for top grosses!



"THE WINGS OF EAGLES"

PERFECT WASHINGTON'S BIRTHDAY SHOW will lift grosses sky-high! The fastest-booking holiday attraction because John Wayne and director John Ford deliver another BIG in-Metrocolor hit (*Best since their "Quiet Man"*). Based on the life of reckless, fun-loving "Spig" Wead, Squadron Commander. Dan Dailey, Maureen O'Hara co-star.

"10,000 BEDROOMS"

SONG-FILLED JOYOUS ENTERTAINMENT about a young hotel tycoon (*Dean Martin's first solo starring role*) and four lovely sisters A BIG, happy, romantic, song-studded attraction loaded with beauty and talent—in CinemaScope and Metrocolor! Cast includes: Anna Maria Alberghetti, Eva Bartok, Dewey Martin, Walter Slezak, Paul Henreid.

"LIZZIE"

POWERFUL DRAMA! EXPLOITATION NATURAL! It's a sock drama for sensational showmanship. It's the story of "the Jekyll and Hyde girl who lived three strange lives." Eleanor Parker's performance as three different personalities is absorbing. Something different for the fans! (*A Bryna Production.*)

"DESIGNING WOMAN"

TIP-OFF! ONE OF 1957's BIGGEST! Previewed last week. Immediately the word flashed from Coast to Coast that M-G-M has another blockbuster in the "High Society" class. Gregory Peck, Lauren Bacall, Dolores Gray in the hilarious, action-packed CinemaScope comedy romance in Metrocolor of a designer and a sportswriter.

"THE LITTLE HUT"

AUDIENCE REACTION FORECASTS SENSATION! In its Test-Previews it has proved itself in advance a smash box-office hit! Ava Gardner in her scanty wardrobe is gorgeous, shipwrecked on a desert island with Stewart Granger and David Niven. Sure-fire audience entertainment—in BLUSHING COLOR! (*A Herbson, S. A. Production.*)